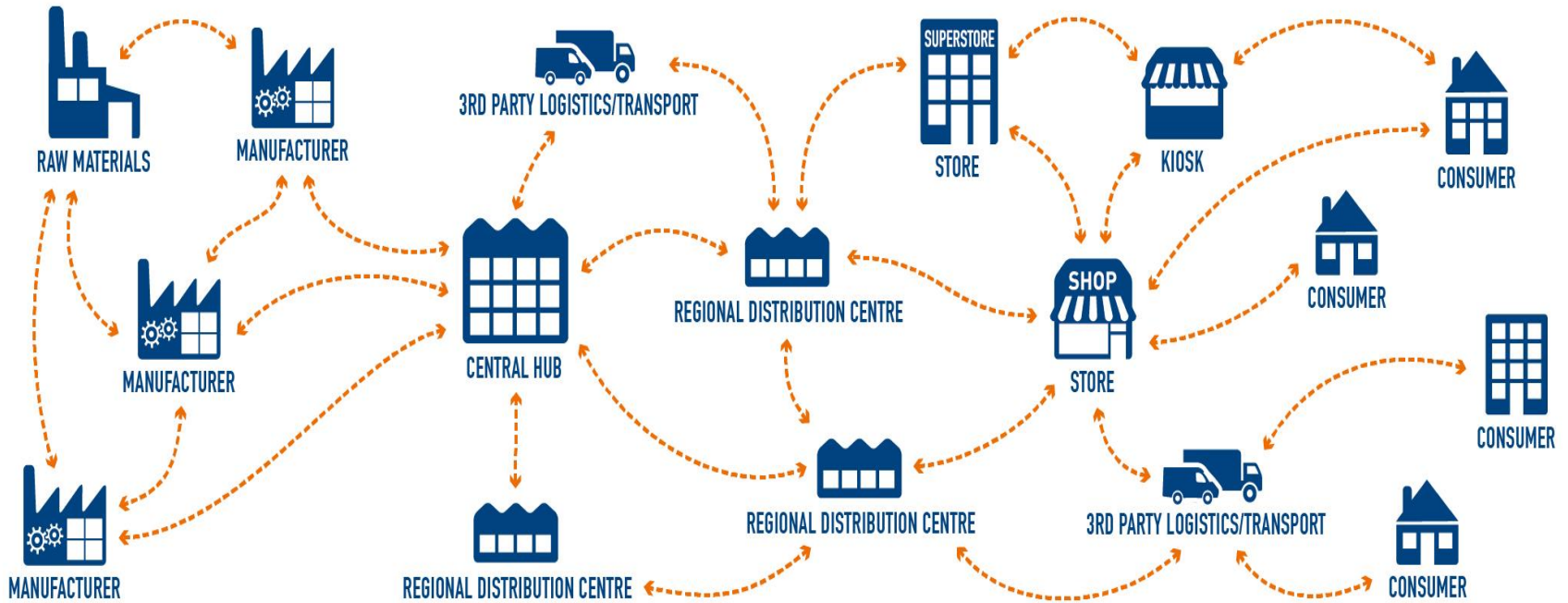


# SUPPLY CHAIN COMPLEXITY



MANUFACTURING -----> WAREHOUSING & DISTRIBUTION -----> STORE -----> CONSUMER

# 4 CRUCIAL STEPS

## Real-time Supply Chain Visibility



Which  
Business  
issues to  
solve



What  
info to  
share  
with  
whom



How  
to capture  
data



How &  
when  
to share  
relevant  
data

Business issues & need come before Technology...